

Rep Order# 6832084 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 104405
EC'd Yes Last Received: Printed: 07/18/2012 10:32 AM
07/12/2012 4:05 PM

1 of 7

Showing Buylines: All Lites

Station KSNV-TV LAS VEGAS, NV.
Advertiser () HELLER FOR SENATE
Product WASHINGTON, DC 20007
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SVCS
3299 K STREET NW SUITE #200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/17/2012 - 10/23/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —
SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
1	1	W-F	5A-6A	Buyline Comment: NEWS	:30	\$300.00	10/17-10/19	6	1	6	\$1,800.00	
2	2	M-TU	5A-6A	Buyline Comment: NEWS	:30	\$300.00	10/22-10/23	4	1	4	\$1,200.00	
3	3	M-TU	6A-7A	Buyline Comment: NEWS	:30	\$450.00	10/22-10/23	4	1	4	\$1,800.00	
4	4	W-F	6A-7A	Buyline Comment: NEWS	:30	\$450.00	10/17-10/19	6	1	6	\$2,700.00	
5	5	W-F	7A-9A	Buyline Comment: NEWS	:30	\$600.00	10/17-10/19	6	1	6	\$3,600.00	
6	6	M-TU	7A-9A	Buyline Comment: TODAY	:30	\$600.00	10/22-10/23	4	1	4	\$2,400.00	
7	7	M-TU	9A-10A	Buyline Comment: TODAY II	:30	\$275.00	10/22-10/23	2	1	2	\$550.00	
8	8	W-F	9A-10A	Buyline Comment: TODAY II	:30	\$275.00	10/17-10/19	3	1	3	\$825.00	
9	9	W-F	10A-11A	Buyline Comment: TODAY III	:30	\$225.00	10/17-10/19	3	1	3	\$675.00	
10	10	M-TU	10A-11A	Buyline Comment: TODAY III	:30	\$225.00	10/22-10/23	2	1	2	\$450.00	

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Product WASHINGTON, DC 20007

Estimate# NEIL WILLIAMS

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LT Ln Day Time Program

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3299 K STREET NW SUITE #200

Flight Dates 10/17/2012 - 10/23/2012

Hiatus Weeks

Len Rate Dates

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

Buyline Comment: FACE

Buyline Comment: FACE

Buyline Comment: NEWS

Buyline Comment: NEWS

Buyline Comment: NEWS

Buyline Comment: NEWS

Buyline Comment: TON SHOW

Buyline Comment: TON SHOW

Buyline Comment: VOICE

Buyline Comment: ROCK CENTER

Buyline Comment: DLINE

Buyline Comment: NEWS

Showing Buylines: All Lines
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Rep Firm Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Spots/Week # of Weeks Total Spots Total Cost

Daypart

:30 \$450.00 10/22-10/23 2 1 2 \$900.00

:30 \$775.00 10/18-10/18 1 1 1 \$775.00

:30 \$775.00 10/22-10/22 1 1 1 \$775.00

:30 \$275.00 10/22-10/23 2 1 2 \$550.00

:30 \$275.00 10/17-10/19 3 1 3 \$825.00

:30 \$2,400.00 10/22-10/22 1 1 1 \$2,400.00

:30 \$2,100.00 10/18-10/18 1 1 1 \$2,100.00

:30 \$2,100.00 10/19-10/19 1 1 1 \$2,100.00

:30 \$750.00 10/20-10/21 2 1 2 \$1,500.00

:30 \$225.00 10/20-10/20 1 1 1 \$225.00

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	Agency () STRATEGIC MEDIA SVCS	Agency	() 3299 K STREET NW SUITE #200	Sales Office	() PHILADELPHIA	Salesperson	() AMY MCCREARY																	
	WASHINGTON, DC 20007	Agency C/P1/PZ/E		Salesperson Phone#	215-568-6540	Salesperson FAX#	215-568-1845																	
	Flight Dates	Flight Dates	10/17/2012 - 10/23/2012	Hiatus Weeks																				
45	S A	Buyline Comment:	NEWS								:30	\$300.00	10/20-10/20	1	1	1	1	\$300.00						
46	S A	Buyline Comment:	NEWS								:30	\$450.00	10/20-10/20	2	1	2	\$900.00							
47	S A	Buyline Comment:	NEWS								:30	\$375.00	10/20-10/20	1	1	1	\$375.00							
48	S A	Buyline Comment:	JEP/WHEEL								:30	\$750.00	10/20-10/20	1	1	1	\$750.00							
49	S U	Buyline Comment:	SNL								:30	\$225.00	10/21-10/21	1	1	1	\$225.00							
50	S U	Buyline Comment:	NEWS								:30	\$500.00	10/21-10/21	1	1	1	\$500.00							
51	S U	Buyline Comment:	SUN TODAY								:30	\$1,900.00	10/21-10/21	1	1	1	\$1,900.00							
52	S U	Buyline Comment:	MTP								:30	\$250.00	10/21-10/21	1	1	1	\$250.00							
53	S U	Buyline Comment:	CM								:30	\$375.00	10/21-10/21	1	1	1	\$375.00							
54	S U	Buyline Comment:	FNIA								:30	\$1,600.00	10/21-10/21	1	1	1	\$1,600.00							

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---	---	---	---	---	---	---	---	---	---	---	---	---
55	SU		515P-830P	Buyline Comment: SNFL	:30	\$8,000.00	10/21-10/21	1	1	1	\$8,000.00	
56	SU		8P-9P	Buyline Comment: NFL POSTGAME	:30	\$6,500.00	10/21-10/21	1	1	1	\$6,500.00	
57	SU		1130P-12A	Buyline Comment: SPORTS NIGHT	:30	\$200.00	10/21-10/21	1	1	1	\$200.00	

—REPORT TOTALS—

Report Totals: 133 / \$80,325.00

—SALES MONTHLY TOTALS—

Oct 12: 133 / \$80,325.00

Sales Totals: 133 / \$80,325.00

Station Totals: 133 / \$80,325.00

Lines not sent/rclcd/rtrn: 0 / \$0.00

—COMPETITIVE—

Market	Totals	CATV	KBLR	KING	KIAS	KMVY	KSNV	KVVU
	\$276,983	KTNV	0%	0%	26%	1%	29%	24%
		XXXX	18%	1%	KVCM	1%		
			0%					

—COMPETITIVE COMMENTS—

NEW ORDER
EST SHARES

Books NOV12
Demos RA35+

— CREDIT RISK —
CASH IN ADVANCE

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